

# BRANDWEEK

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## People

### Linn Joins Nickelodeon Team, Keeping Tabs on Youth Market

Jennifer Goodman Linn is steeping herself in all things Nickelodeon, from amassing a collection of giant Sponge-Bob plush dolls and The Naked Brothers lunchboxes to learning about every outreach that's happening around those marquee properties.

"I'm the queen of the one-page summary," said Linn, recently named svp-brand marketing at Nickelodeon/MTVN Kids and Family Group. "I want to see the brand and all the ways we're activating it, all the ways it's extended."

Along with gathering those condensed-version briefs, she's also settling into her office in New York, which she had painted lavender with Nick orange accents, and getting up to speed on Nick staples like

*Dora*, *iCarly*, the *Kids Choice Awards* and the *Sline Across America* tour.

Linn, who reports to Nick CMO Pam Kaufman, will oversee the network's evergreens and budding franchises, making sure their messaging is consistent across the board. She'll develop short- and long-term strategies for keeping those properties top-rated with kids and to seed them with future fans.

She'll do the same for the Nickelodeon brand itself, and for the cable network's pro-social initiatives. None of this is a snap in

a fragmented, busy and competitive media environment, even for someone who's honed her expertise for years in child psychology, consumer behavior and brand marketing.



**JENNIFER GOODMAN LINN**  
svp-brand marketing

"The bar has been raised, and kids are definitely savvier than ever before," she said. "We have to be smarter about where we expend our energy."

It's Linn's first television gig, though she has a long history of working with marketers that target young demographics. A five-year stint at The Geppetto Group/WPP Group USA had her consulting on the 21-and-under crowd for such clients as Kraft, Coca-Cola, Wrigley's, Samsung and Wal-Mart. While there, she developed a skateboarding tween-targeted strategy for Nike and Converse, and helped Pepsi create healthy products and market them to kids internationally.

Linn also worked as a marketing specialist at McKinsey & Co., and at ad agency Saatchi & Saatchi on the Procter & Gamble, General Mills and Johnson & Johnson businesses. Most recently, she was vp-marketing at Ann Taylor, where she shepherded marketing operations, direct communications, media and pr.

—T.L. Stanley